AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Detailed Listing of Claims:

1. (Currently Amended) A marketing system that matches a customer profile to ~~marketing~~ product/service offers <u>marketed in a variety of web services resident on respective remote servers</u>, the marketing system comprising:

a database including a customer profile containing information related to a customer's interests in <u>specific</u> products and services;

a database including a plurality of ~~marketing~~ product/service offers related to <u>specific</u> products and services; and

a server for executing a program operable to match ~~a selected offer~~ <u>one</u> of the plurality of ~~marketing~~ product/service offers to the customer profile, the customer profile being a permission-based marketing profile within the server which continuously communicates through Internet to scan for product<u>/service</u> ~~and service~~ offers that appear to match the customer profile, and provides customer instant communication with a product<u>/service</u> ~~and/or service~~ provider.

2. (Currently Amended) The system of claim 1 wherein the program is operable to present ~~marketing~~ product/service offers to each customer, based on the results of a matching agent.

3. (Currently Amended) The system of claim 1 wherein the ~~marketing~~ product/service offers are located on a plurality of distributed databases, the database in communication through a communications network.

4. (Currently Amended) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the ~~marketing~~ product/service offers.

5. (Canceled)

6. (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.

7. (Original) The system of claim 6 wherein the client computer includes an applet received from the server.

8. (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9. (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10. (Currently Amended) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the ~~selected~~ product/service offer.

11. (Currently Amended) A marketing method executed in a computer system for matching a plurality of ~~company~~ product/service offers with a plurality of customer profiles, the method comprising:
      ~~evaluating the plurality of offers and the customer profiles, the customer profile being a permission-based marketing profile;~~
      ~~continuously communicating through Internet to scan for product and service offers that appear to match the customer profiles;~~
      ~~matching a selected offer to a selected customer profile; and~~
      ~~providing customer instant communication with a product and/or service provider~~
      providing a database including a plurality of customer profiles containing information related to customers' interests in specific products and services;
      providing a database including a plurality of product/service offers related to specific products and services; and
      executing a computer program operable to match one of the plurality of product/service offers to the customer profile, the customer profile being a permission-based marketing profile

within the server which continuously communicates through Internet to scan for product/service

offers that appear to match the customer profile; and

      providing customer instant communication with a product/service provider.

12. (Canceled).

13. (Currently Amended) The method of claim 11 wherein ~~the selected~~ a matched offer is

communicated to a client computer via a computer network.

14. (Canceled)

15. (Original) The method of claim 11 wherein the customer profile includes an identification of

the customer and a preference of the customer.

16-20. (Canceled)

21. (New)   The system of claim 1, wherein the matched product/service offer is presented to

the customer in an applet, and the server leverages information provided by the customer to

individually tailor the offer and monitors customer's response to the presented offer and

intelligently changes behavior of the applet based upon a customer's response.

22. (New)   The marketing method of claim 11, further comprising:

    presenting the matched product/service offer to the customer in an applet, wherein the

server leverages information provided by the customer to individually tailor the offer; and

    monitoring customer's response to the presented offer and intelligently changing

behavior of the applet based upon a customer's response.